

What Is Claimed Is:

1. A method for managing an objectives-based business plan, the method comprising the steps of:
 - (a) defining major objectives according to one or more parameters;
 - (b) storing said major objectives in a first database;
 - (c) defining minor objectives based on the major objectives, wherein said minor objectives are defined according to one or more parameters.
 - (d) storing said minor objectives in a second database; and
 - (e) managing said major objectives and said minor objectives.
2. The method of claim 1, wherein the step of defining one or more major objectives includes the step of assigning each major objective to a manager.
3. The method of claim 1, wherein said major objectives include a goal and a plan for achieving said goal.
4. The method of claim 1, wherein said parameters include a product, a territory, an application, and an account.
5. The method of claim 1, wherein the step of defining minor objectives based on the major objectives includes defining minor objectives based on one major objective.
6. The method of claim 5, wherein the step of defining minor objectives based on one major objective includes the steps of assigning each major objective to a manager and assigning each related minor objective to at least one member of the manager's team.

7. The method of claim 1, wherein the step of managing said major objectives and said minor objectives includes tracking the major objectives and minor objectives.

8. The method of claim 1, wherein the step of managing said major objectives and said minor objectives includes the steps of having one or more managers implement said major objectives and having one or more members of the manager's team implement said minor objectives.

9. A method for managing an objectives-based business plan, the method comprising the steps of:

- (a) defining major objectives according to one or more parameters;
- (b) defining minor objectives based on the major objectives, wherein said minor objectives are defined according to one or more parameters;
- (c) implementing said major objectives and said minor objectives, wherein each major objective is implemented by at least one manager and wherein said related minor objectives are implemented by at least one member of the at least one manager's team;
- (d) managing said major objectives and said minor objectives; and
- (e) evaluating the at least one manager's performance in achieving said major objectives and evaluating the team members' performance in achieving the related minor objectives.

10. The method of claim 9, wherein the step of defining major objectives according to one or more parameters includes the steps of having each manager responsible for a parameter propose a major objective and having senior management approve said major objectives.

11. The method of claim 9, wherein said major objectives include a

goal and a plan for achieving said goal.

12. The method of claim 9, wherein the step of defining minor objectives based on the major objectives includes the steps of:

- (a) having the at least one manager propose minor objectives for the at least one member of the manager's team;
- (b) having the at least one member of the manager's team propose minor objectives; and
- (c) finalizing said minor objectives;

13. The method of claim 9, wherein said parameters include a product, a territory, an application, and an account.

14. The method of claim 9, wherein the step of managing said major objectives and said minor objectives includes tracking the major objectives and minor objectives.

15. A system for managing an objectives-based business plan, the system comprising:

- (a) a first database for storing major objectives based on one or more parameters;
- (b) a second database for storing minor objectives based on the major objectives, wherein said minor objectives are defined according to one or more parameters; and
- (c) an information processing component for manipulating content of said first database and said second database.

16. The system of claim 15, wherein said major objectives include a goal and a plan for achieving said goal.

17. The system of claim 15, wherein said parameters include a product, a territory, an application, and an account.

18. The system of claim 15, wherein said information processing component includes communication tools for exchanging information regarding said major objectives and said minor objectives.

19. The system of claim 18, wherein said communication tools include an integrated e-mail tool that stores a message regarding a major objective or minor objective in the corresponding database.

20. The system of claim 15, wherein said information processing component includes data management tools for tracking, measuring, and displaying content of said first database and said second database.

21. The system of claim 20, wherein said data management tools includes a management system for tracking administrative functions.

22. The system of claim 20, wherein said data management tools include a financial indicator system for tracking the status of one or more sales indicators.

23. The system of claim 20, wherein said data management tools include an inquiry system for tracking the status of one or more orders.

24. A system for managing corporate objectives in multi-dimensional matrix, the system comprising:

means for storing a initial target including at least a sales goal and an

action plan in a database in the form of multi-dimensional matrix consisting of four axes of a product, a territory, an application and an account;

means for prompting to input a actual performance including actual money or volume of sales performance and actual sales activities corresponding to said initial target by using a local and/or remote terminal;

means for receiving said actual performance;

means for storing said received actual performance in the database;

means for managing an achievement of the target by reading the said initial target and said actual performance and selecting any one or more from said four axes and displaying said initial target and/or said actual performance along to the selected axis or axes on the local and/or remote terminal.

25. The system according to claim 24, the system comprising:

means for managing a sales achievement by comparing said initial target with said actual performance corresponding to said initial target and based on this comparison sorting said initial target and/or said actual performance and displaying them on the local and/or remote terminal.

26. The system according to claim 25, the system comprising;

said means for managing a sales achievement further comprises;

means for changing a display style of said initial target and/or said actual performance based on said comparison and displaying them on the local or remote terminal.

27. The system according to claim 24, wherein that:

said actual performance further comprises a progress code, expressing progress status, including at least 'on the schedule', 'behind the schedule' and 'completed', and the system comprising:

means for managing progress by displaying the said actual performance

based on the said progress code and/or any one of said four axes on the local and/or remote terminal.

28. The system according to claim 24, the system comprising:
means for altering said initial target based on said actual performance and/or business trend.

29. The system according to claim 27, the system comprising:
means for altering said initial target based on said actual performance and/or business trend.

30. A method for managing corporate objectives in multi-dimensional matrix, comprising the steps of:
storing a initial target including at least a sales goal and an action plan in a database in the form of multi-dimensional matrix consisting of four axes of a product, a territory, an application and an account;
prompting to input a actual performance including actual money or volume of sales performance and actual sales activities corresponding to said initial target for a predetermined term till predetermined due date by using a local and/or remote terminal;
receiving said actual performance;
storing said received actual performance in the database;
managing an achievement of the target by reading the said initial target and said actual performance and selecting any one or more from said four axes and displaying said initial target and/or said actual performance along to the selected axis or axes on the local and/or remote terminal.

31. The method according to claim 30, the method comprising:
managing a sales achievement by comparing said initial target with said

actual performance corresponding to said initial target and based on this comparison sorting said initial target and/or said actual performance and displaying them on the local or remote terminal.

32. The method according to claim 31, the method comprising;
the step of managing a sales achievement further comprises;
changing a display style of said initial target and/or said actual performance based on said comparison and displaying them on the local and/or remote terminal.

33. The method according to claim 30, wherein that:
said actual performance further comprises a progress code, expressing progress status, including at least 'on the schedule', 'behind the schedule' and 'completed', and the method comprising:
managing progress by displaying the said actual performance based on the said progress code and/or any one of said four axes on the local and/or remote terminal.

34. The method according to claim 30, the method comprising:
altering said initial target based on said actual performance and/or business trend.

35. The method according to claim 33, the method comprising:
altering said initial target based on said actual performance and/or business trend.